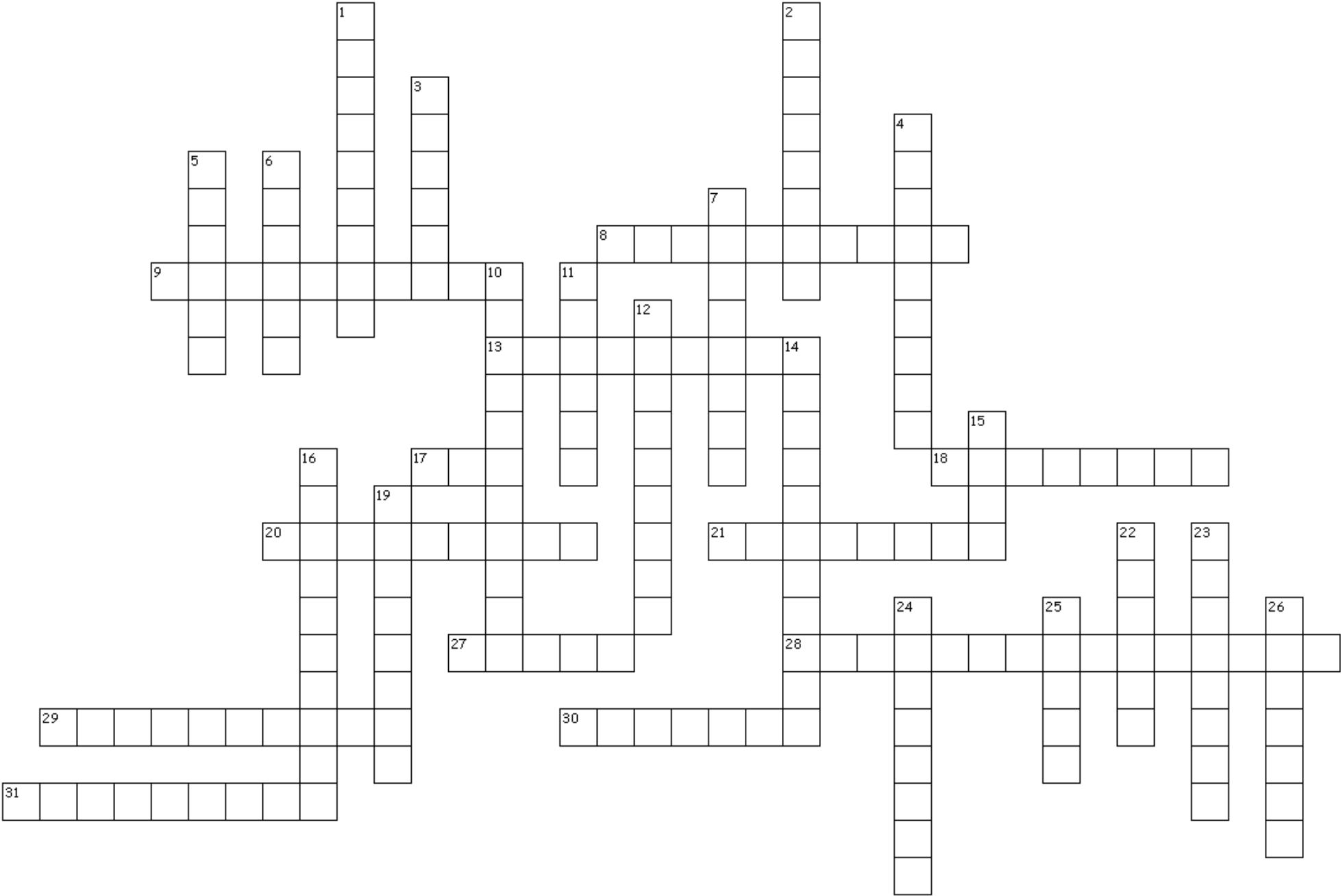


Standard 6 Crossword



Across

8. When an advertiser agrees to let the newspaper run his/her ad on any page or in any position it desires, the advertiser has selected a _____ rate.
9. An advertisement that is surrounded on a page with editorial content is referred to as a _____.
13. _____ occur when newspapers or magazines print alternate copies of the same issue with different advertisements for the same product to measure consumer responses to different ads.
17. Cost per thousand, commonly referred to as _____, is the cost to reach 1000 people based on the magazine's rates for a one-time, full-page ad.
18. The _____ of a print advertisement are the headline, illustration, copy, and identification.
20. _____ allow advertisers to reach a particular target audience with a high-quality presentation.
21. One of the primary objectives of print advertising is to arouse _____.
27. In a _____, the background of the advertisement extends to the edge of the page and seems to flow off the page itself.
28. _____ are submitted to newspapers with an advertisement and contain the starting date(s), its size, the desired position, the rate, and the type of artwork accompanying the order.
29. _____ are the second largest medium (after television) in terms of advertising volume.
30. _____ advertising includes copy, illustrations or photos, headlines, coupons, and other visual components.
31. _____ circulation is the number of magazines sold through subscriptions and newsstand sales.

Down

1. _____, or pass-along, readership is an estimation, determined by market research, of how many people read a single issue of a publication.
2. The sales story is told in the _____.
3. A standard company statement for advertisements, salespeople, and company employees is called a _____.
4. _____ help advertisers determine costs, discounts, mechanical requirements, closing dates, special editions, and additional costs for features like color, inserts, bleed pages, split runs, or preferred positions.
5. The purpose of the _____ in an advertisement is to help convince the reader of the truth of copy claims.
6. _____ refers to how the artistic elements of an ad are structured.
7. Sports Illustrated and Glamour are examples of _____ magazines.
10. A _____ is an advertisement that includes a personal statement about a user's experience with a product.
11. Newspaper advertising is sold in _____ inches.
12. If a print ad headline fails to catch the reader's _____, readers may not read the entire advertisement.
14. Newspaper advertising suffers from lack of _____, poor production quality, and clutter.
15. _____ rates are charged by national papers and allow no discounts.
16. The _____ circulation is the number of copies of a magazine that the publisher expects to circulate.
19. The _____ is the circulation figure on which a magazine publisher bases its rates.
22. _____ is the overall orderly arrangement of all the format elements of an ad, including the visual, headline, and body copy.
23. The _____ contains the words in the leading position of the advertisement and usually appear in larger type than other parts of the ad.
24. Magazines, such as Southern Living, are considered _____ because they target a specific area of the country.
25. _____ are special designs of the advertiser's company or product name.
26. Illustrations used in a furniture print ad are examples of illustrations that focus on the _____ itself.

Standard 6 Crossword Key

Across

- 8. Run of Paper
- 9. Junior Unit
- 13. Split Runs
- 17. CPM
- 18. Elements
- 20. Magazines
- 21. Interest
- 27. Bleed
- 28. Insertion Orders
- 29. Newspapers
- 30. Display
- 31. Delivered

Down

- 1. Secondary
- 2. Body Copy
- 3. Slogan
- 4. Rate Cards
- 5. Visual
- 6. Design
- 7. Consumer
- 10. Testimonial
- 11. Column
- 12. Attention
- 14. Selectivity
- 15. Flat
- 16. Guaranteed
- 19. Rate Base
- 22. Layout
- 23. Headline
- 24. Regional
- 25. Logos
- 26. Product